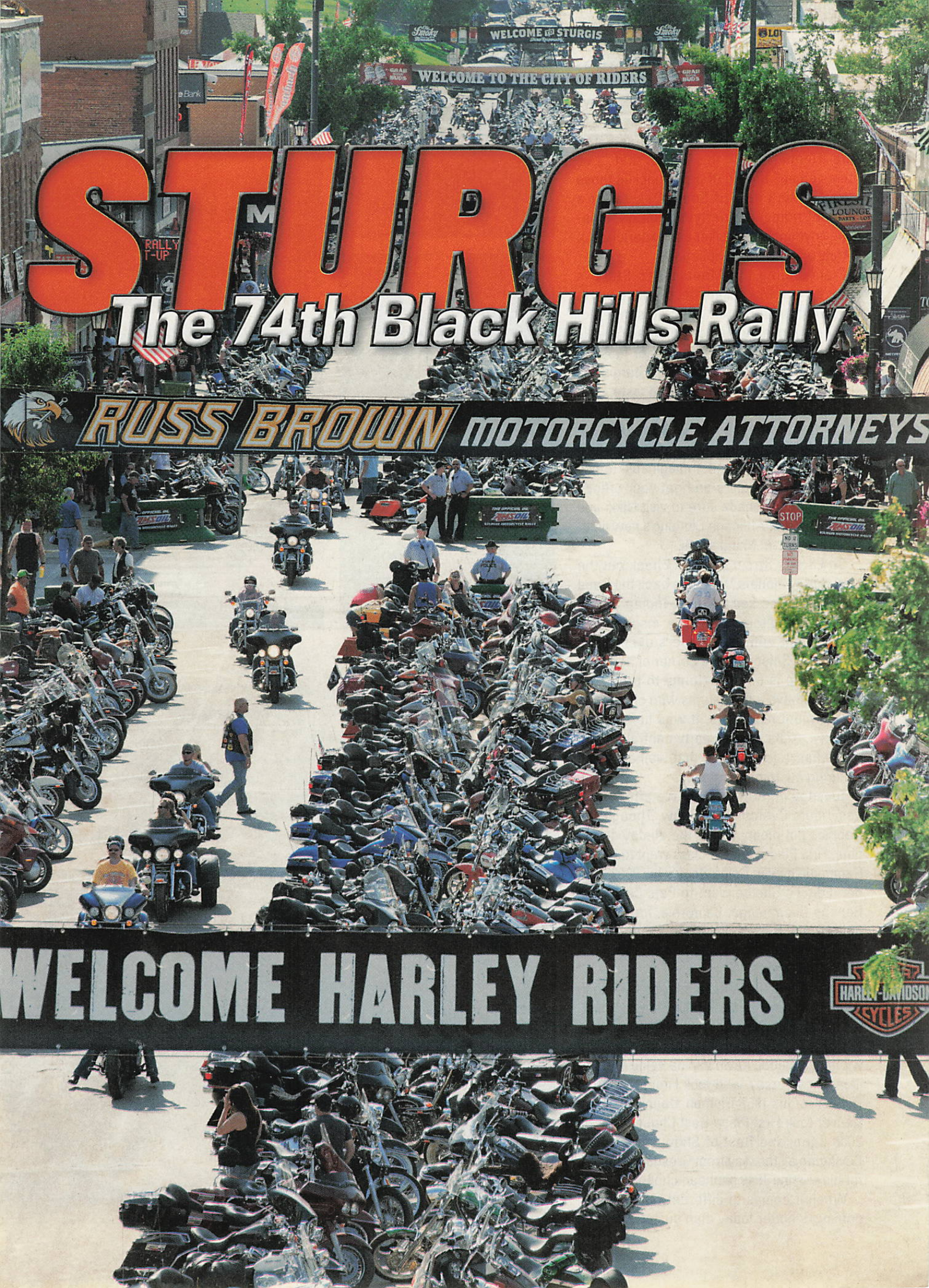

STURGIS
The 74th Black Hills Rally
RUSS BROWN MOTORCYCLE ATTORNEYS
WELCOME HARLEY RIDERS
WELCOME TO THE CITY OF RIDERS
WELCOME TO STURGIS
STOP
HARLEY-DAVIDSON
CYCLES

The mega motorcycle rally known as Sturgis is, without a doubt, the absolute biggest and best rally in the country. Why? Because nothing else is comparable to Sturgis in terms of sheer scope and size, the friendliness of the locals, that "I've come home" feeling of being back in those sacred Black Hills of South Dakota for a week of riding and partying that goes beyond anything else a biker can experience. It is truly a motorcycle mecca.

From seeing the Monument's State' s namesake at Mt. Rushmore, to riding out to Wyoming, experiencing the 40 shades of party madness available out at the Sturgis County Line pool, to hearing major musical headliners out at the Buffalo Chip, Sturgis has something for every two-wheeled taste.

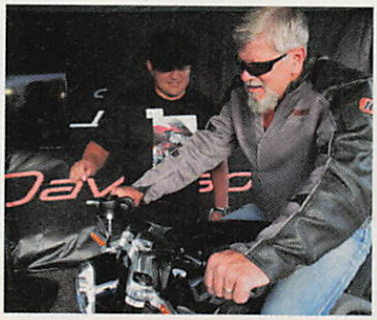
For the *Easyriders* staff, ground zero is the Main Street area, always wall-to-wall with parked bikes up and down the street. Here you can see every vendor imaginable to buy that Sturgis souvenirs and get your official 74th T-shirt. We made sure to visit Nikki and pick out one of Affliction Clothing's new limited edition David Mann shirts.

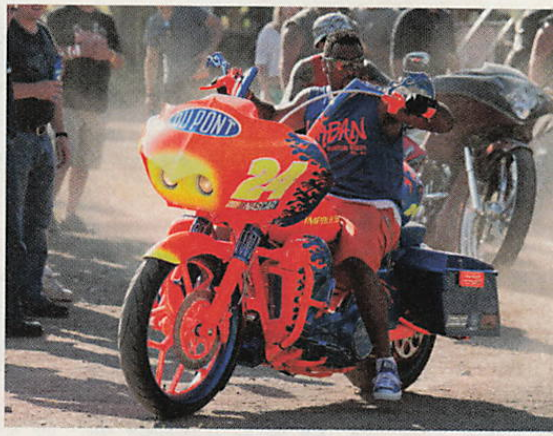
On Lazelle Street you can check out the new Harley models, welcome back the Road Glide, and also see the new Indian Scout. But for the editors of this rag, meeting and hanging out with our readers over at the Easyriders Saloon on the corner of Junction and Lazelle is an opportunity to press the flesh and have a few laughs with old friends and to meet new ones. It was here at the massive, triple decker, party central palace of the Easyriders Saloon that we held three inspiring custom bike shows.

Tuesday during the rally, we offered the Easyriders Custom Bike Show. Though the trophies got plenty wet in the all-day downpour, First Place Radical Class went to Danny Gumm of Denver, Colorado, for his 2008 bobber; Editor's Choice went to Paul Cavallo of Rancho Cucamonga, California, for his 2014 Spitfire; and Best of Show was handed out to Custom Werks Designs of Midvale, Vermont's 2013 Road Glide.

It was old-school Wednesday at the Saloon with our Wrench Ride-in Bike Show and editor Cary Brobeck had his hands full with dozens of everyday rider choppers to judge. Top winners included Kevin Van de Velde of Hamilton, New Jersey, who took First Place Best Bobber for his 1967 Triumph; Danny Gumm of Denver took First Place Best Chopper for his 2008 Chop; and Best of Show went to Les Covington all the way from Gresham, Oregon, for his pristine 1949 panhead chopper.

When it comes to different riding styles, nothing is hotter today than custom baggers





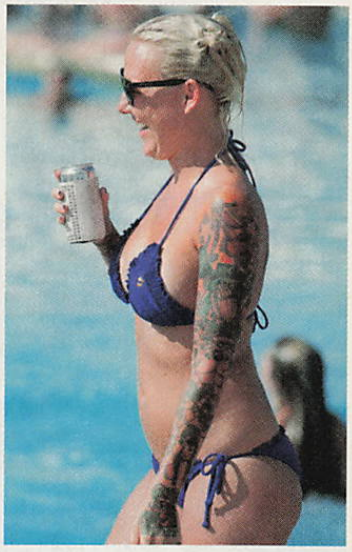
and Thursday during the rally, the Easyriders Saloon was packed to the gills with every kind, shape and color of custom bagger imaginable for the Road Iron Bagger Show. The History Channel was on hand to shoot the finale of its *Biker Battleground* TV Series, and I had a little help judging this bike show from none other than master bike builders and TV stars, Eddie Trotta; Len Edmonson of Azzkikr; Paul Yaffe of Bagger Nation; and John Shope of Dirty Bird Concepts. Mr. Shope really stepped up to make this bike show happen and we tip our hats to him for all the support.

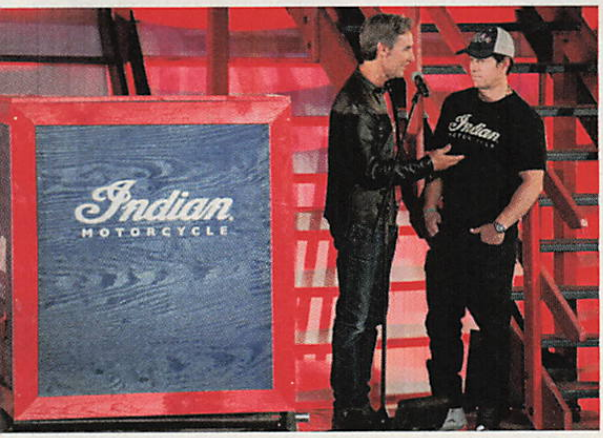
When the tire smoke cleared on Thursday evening, the big awards included First Place Radical Bagger which went to Chris Eder of Plano, Texas, for his Misfit 2014 Dirty Bitch, Mike at Evil Iron Customs out of Reynoldsburg, Ohio, for his 2005 Road King, and Best of Show was well deserved going to Tim McNamer or Blue Mounds, Wisconsin, for his amazing hubless Ballistic Cycle.

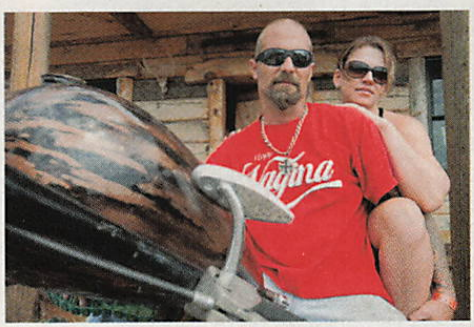
The Road Iron Bagger Show allowed our honored guest judges to pick their favorite bike of the show and these distinctive awards went to Azzkikr's Pick, Dave Covington of Woodward, Oklahoma, for his 2010 Road King; Eddie Trotta's Pick, Nick Beyette from Bagger's Inc. out of Phoeniz, Arizona, for his 1966 FLH shovelhead; Paul Yaffe's Pick, Nick Trask from Phoeniz, Arizona, for his mind-blowing 2011 Road King; and John Shope's Pick, Chris Eder of Misfit Customs out of Plano, Texas, for his 2012 Street Glide. Watch for bike features on many of these bikes in our sister publication *ROAD IRON*.

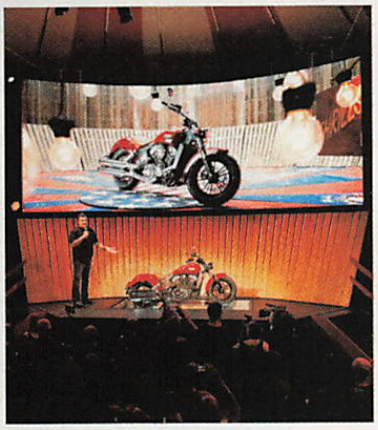
When all the road dust settled from this year's Sturgis Rally, those who made the ride were left with memories to last a lifetime (many of which were captured right here by our ace photographer Michael Lichter), or at least until next year's mighty 75th Anniversary of the Sturgis Rally. You can bet we'll be there next August 3-9, 2015.

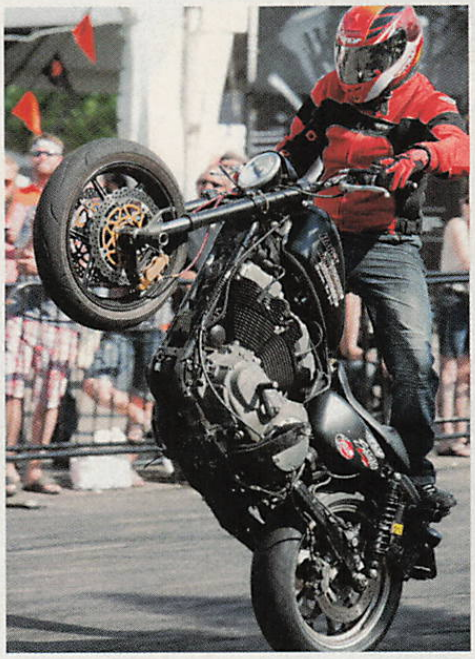
And remember, if you didn't have the best time of your life in Sturgis this year, stop what you're doing and go look in the mirror, 'cause the only person to blame is the one staring back at you. Live to ride, baby! *—Dave Nichols*




Indian
MOTORCYCLE

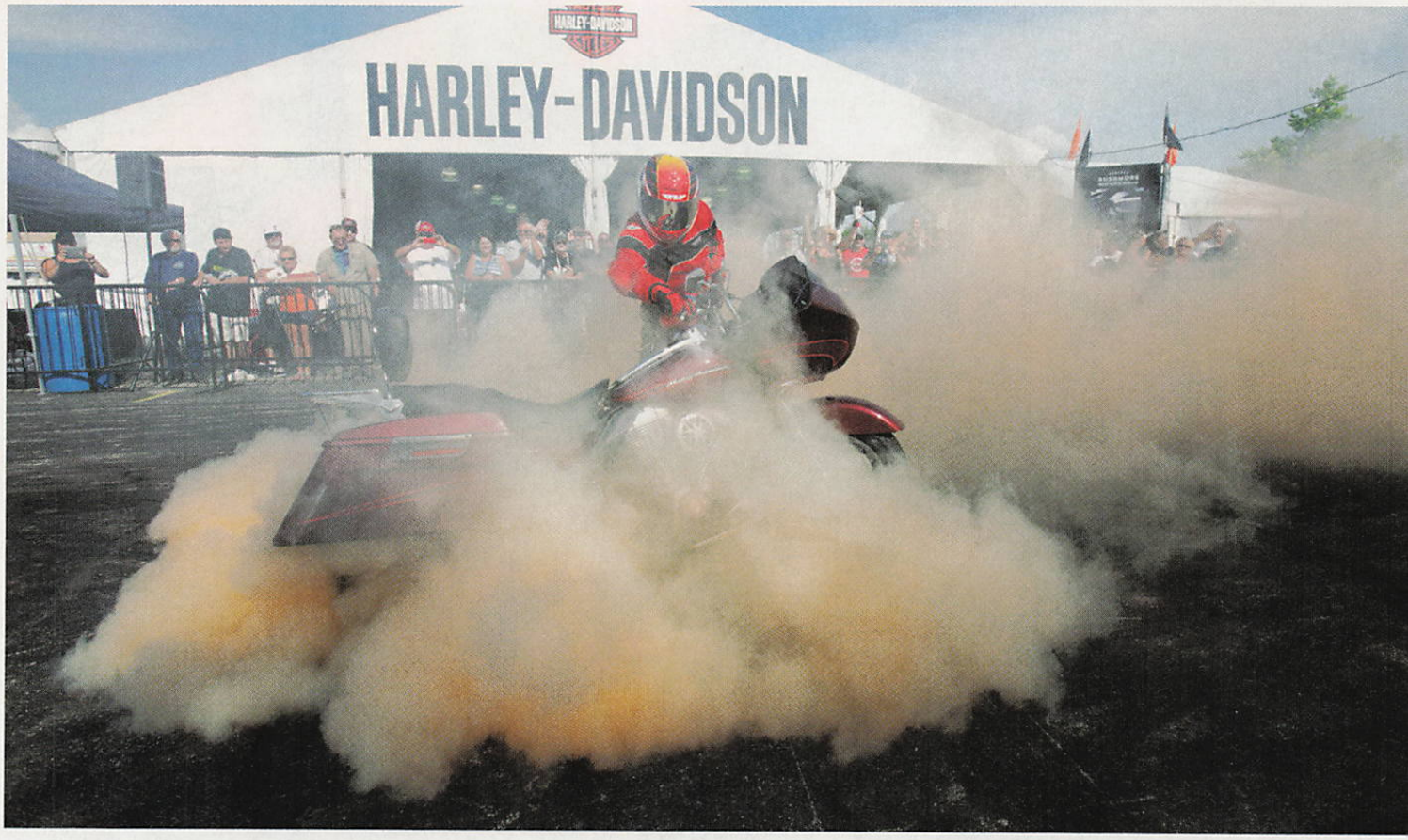


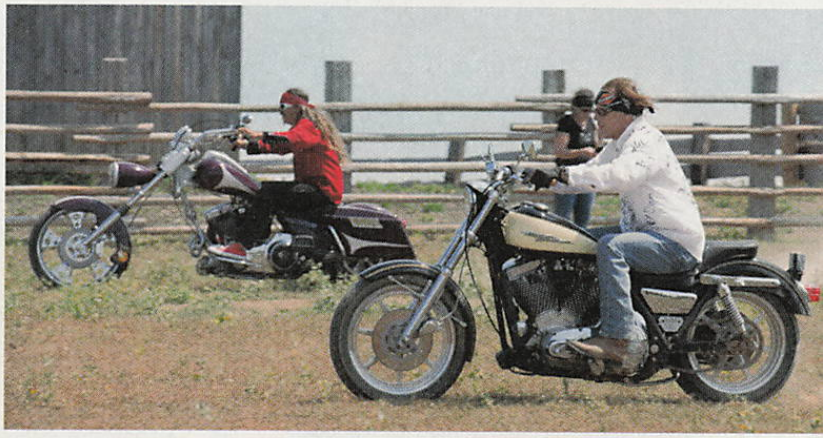


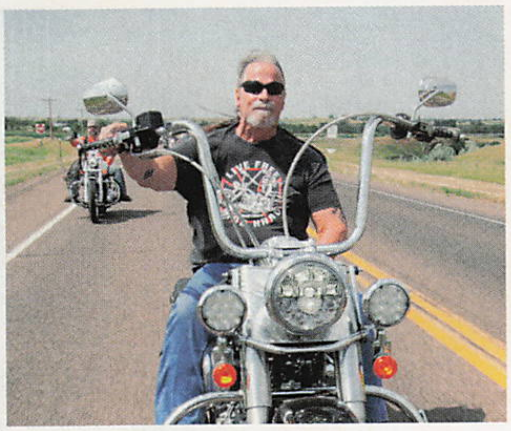


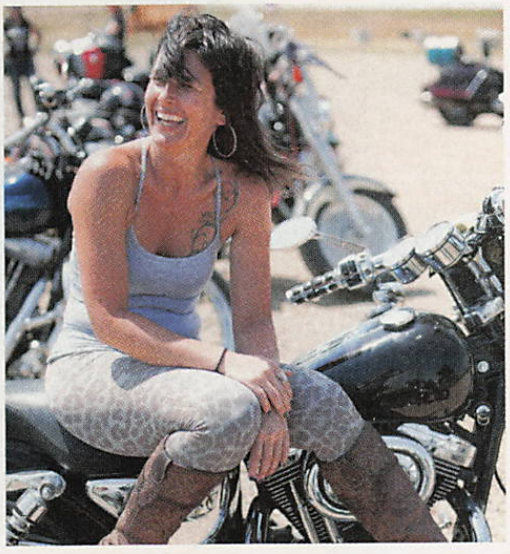
POLICE
POLICE

STOP
NO U TURNS
NO PARKIN
2AM-6AM
STOP
WELCOME BIKERS
LOCTITE
Visit Us On Main Street
Across from the Sturgis Motorcycle Museum
3RD ST
HARLEY DAVIDSON


HARLEY-DAVIDSON

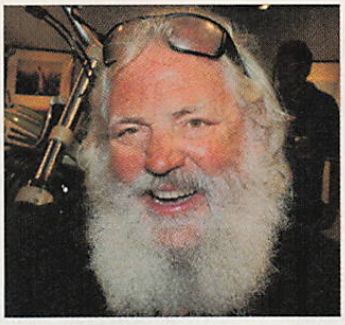


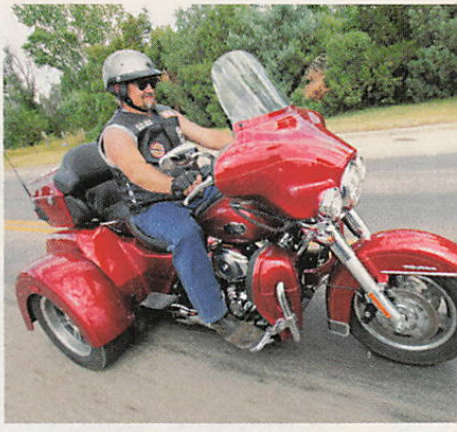


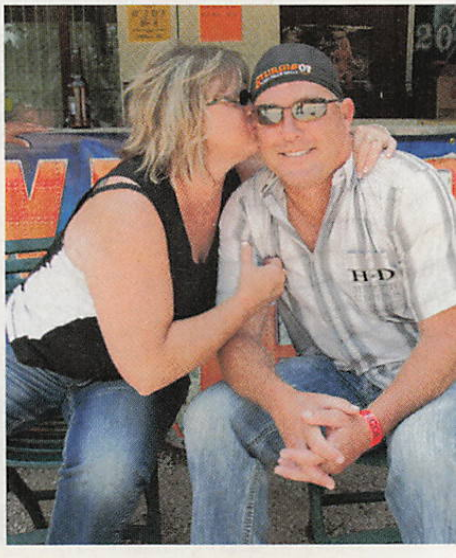


FRANKLIN HOTEL
WELCOME TO HISTORIC DEAD

American Motor Drome Co.
proudly presents
WALL of DEATH

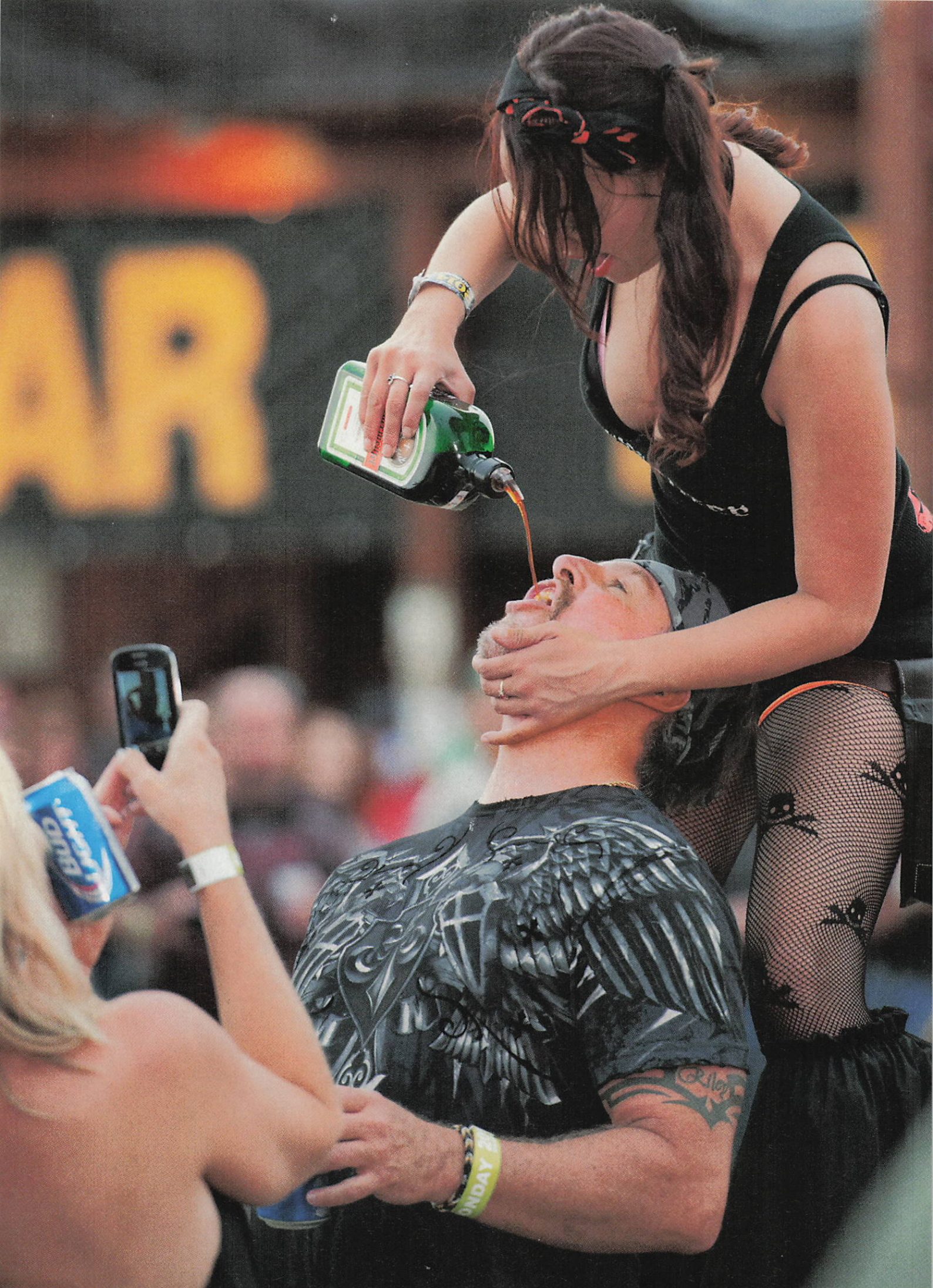




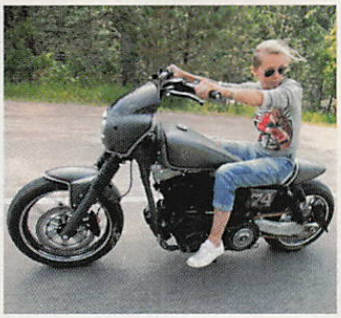


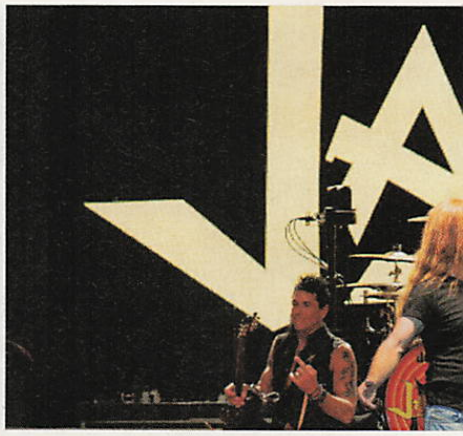
EASYRIDERS SALOON
Budweiser
STURGIS
NOW OPEN
JACK DANIEL'S
STEAKHOUSE
MILK SHAKES

Coors LIGHT
Budweiser
NOW OPEN
Coca-Cola
Back Hills
GEORGE Dickel No.8
KINKY LIQUEUR
GEORGE Dickel No.8
JACK DANIEL'S
STEAKHOUSE
Easyriders
EASYRIDERS

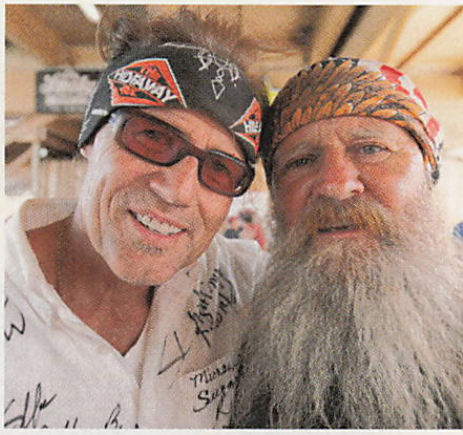


FXR
FREAK

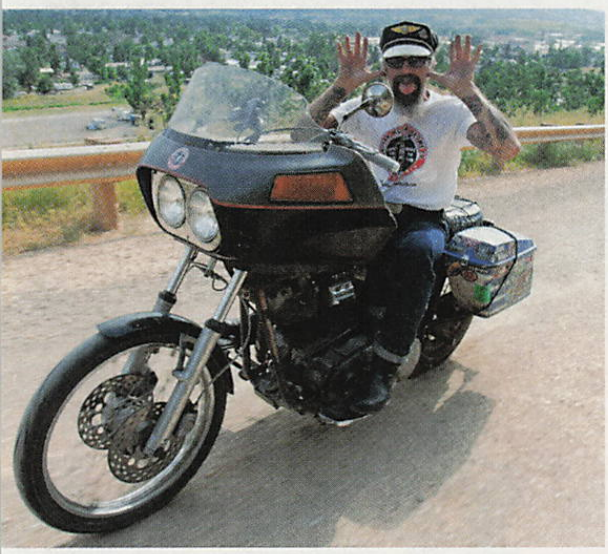




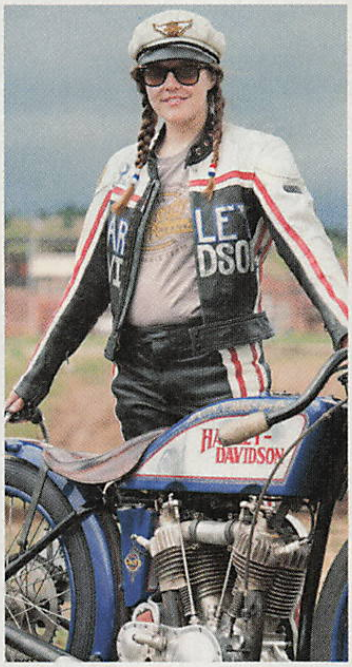
HARLEY-DAVIDSON
MC



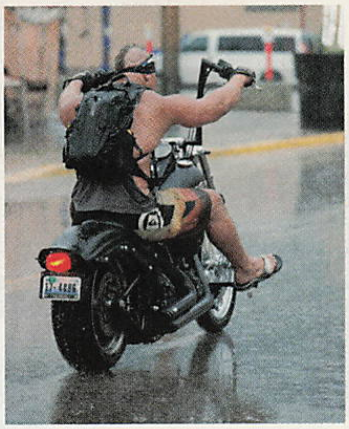
STURGIS
BUFFALO
CHIP

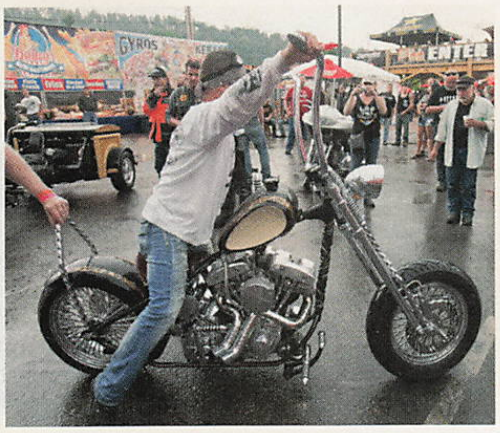


CONTRACT
YOU'RE NOT GOING
FAST ENOUGH

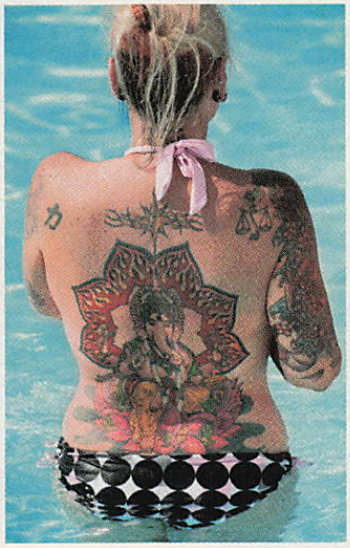

DAVIDSON

FRANKLIN HOTEL
2014
WELCOME TO HISTORIC DEADWOOD




GYROS
ENTER

AIDAN JACK EGGER FOUNDATION



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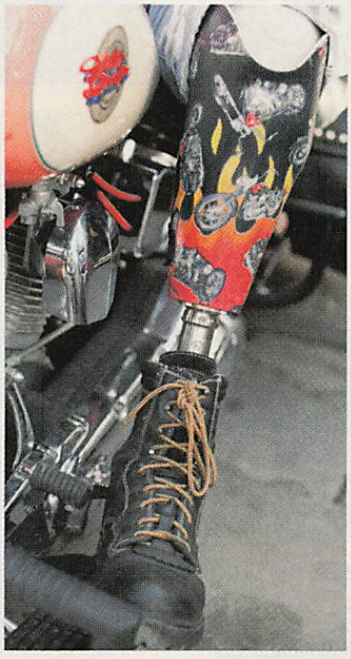
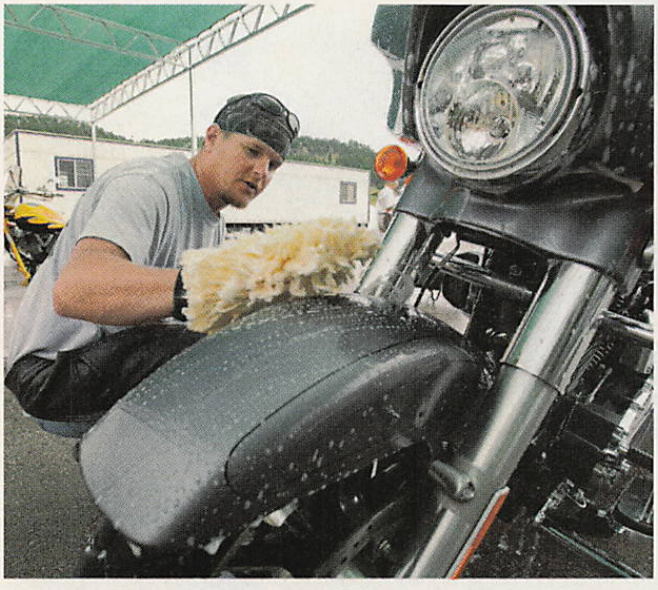
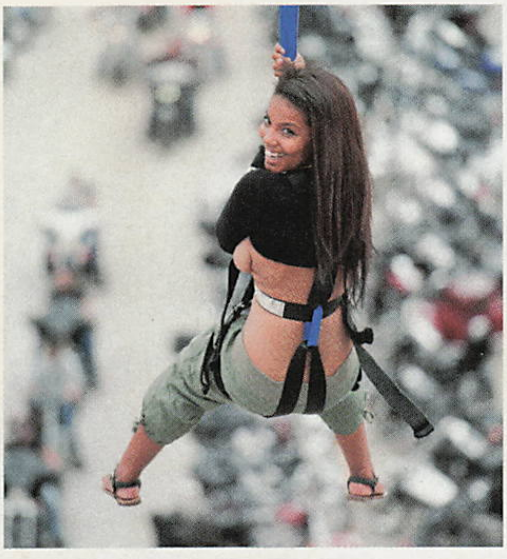
WELCOM

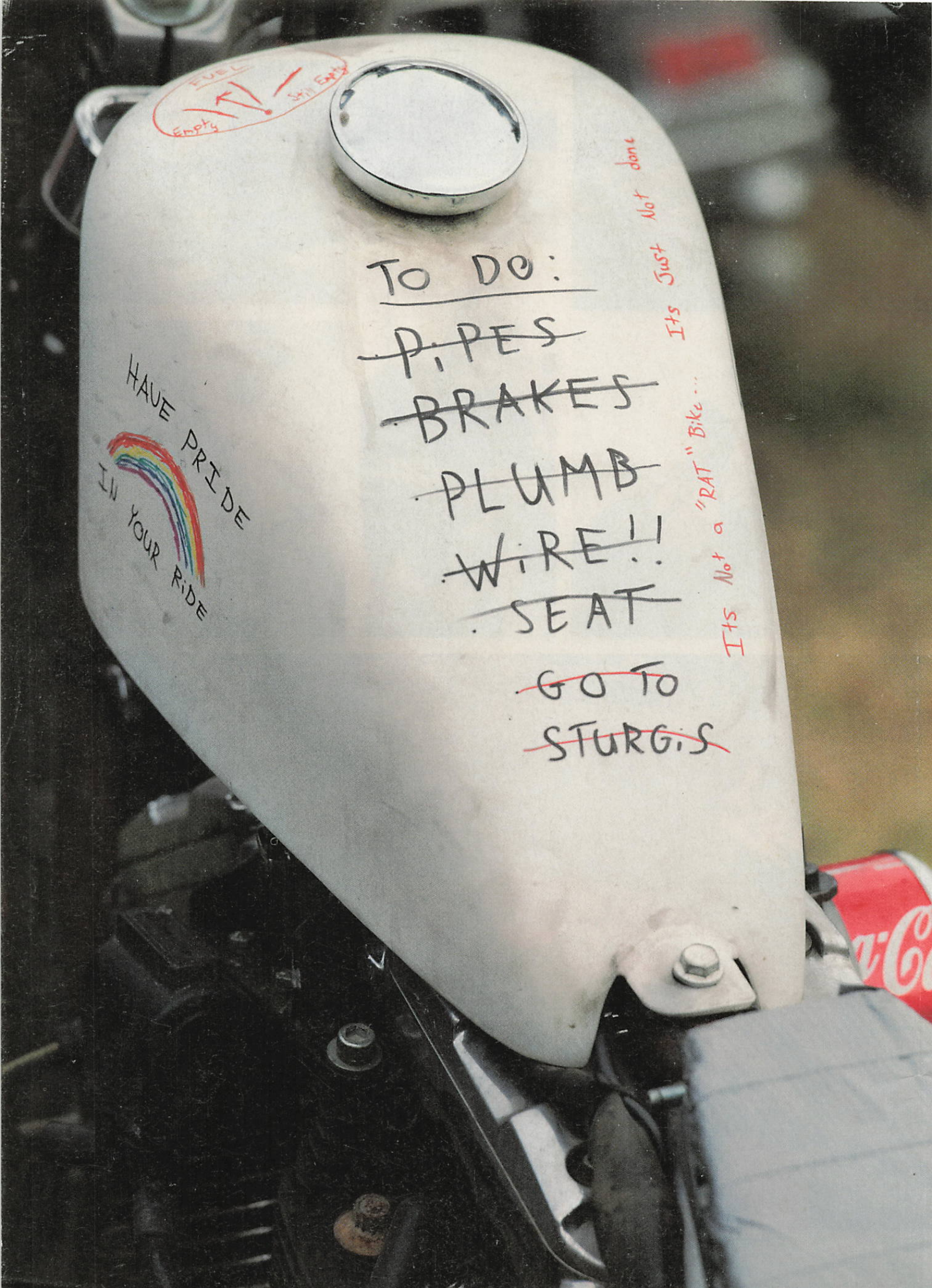
BUFFALO CHIP
BAR
AFFILIATES
MC







Photos: Michael Lichter


FUEL
Empty
1/2 Empty
HAVE PRIDE
IN YOUR RIDE
TO DO:
~~P.PES~~
~~BRAKES~~
~~PLUMB~~
~~WIRE!!~~
~~SEAT~~
~~GO TO~~
~~STURGIS~~
Its Just Not done
Its Not a "RAT" Bike...